Appendix 2
to Order of General Director
of National Priorities ANO
dated 19 декабря 2025, 2026
No. 01-06/47

Regulations
on the WOW! RUSSIA! Contest (the second season)
(English Language)

1. General

1.1. These Regulations on the WOW! RUSSIA! Contest (the second season) (hereinafter referred to as the Contest) contain a description of the organizational support and guidelines for the Contest. The Contest Regulations specify the nature of the tasks, the venue, deadline and procedure for submitting Contest entries, the criteria and procedure for evaluating the results of the work, the amount and structure of the prize fund, as well as the procedure and deadline for announcing the Contest results.

1.2. The purpose of the Contest is to attract foreigners for admission to Russian universities on a commercial basis through the popularization of education in Russia among potential applicants from foreign countries.

1.3. The organizer of the Contest (hereinafter referred to as the Organizer), as well as any events related to the use of the Contest name, is National Priorities Autonomous Non-Profit Organization (PSRN 1197700017415, TIN 9704007633, registered address: 21A B. Molchanovka St., Moscow, 121069).

1.4. The co-organizer of the Contest is the Ministry of Science and Higher Education of the Russian Federation (PSRN 1187746579690, TIN 9710062939, registered address: 11 Tverskaya St., building 1, 4, Moscow, 125009).

1.5. The organizational partner of the Contest is More Than Travel ANO (PSRN 1227700772870, TIN 9704178727, registered address: 50a Zemlyanoy Val St., building 3, floor 7, Moscow, 109028).

1.6. The platform for conducting the Contest is the website of the Contest Organizer: https://russiawow.ru/ (hereinafter referred to as the Contest Website).

1.7. The Contest Organizer may engage partners to conduct the Contest. If Contest Partners are involved, information about the Contest Partners will be posted on the Contest Website.

1.8. Any information pertaining to the Contest shall be posted on the Contest Website and may also be posted on the websites of the Organizer, Contest Partners, and other persons engaged by the Organizer.

1.9. Participation in the Contest shall be free of charge.

1.10. The Organizer reserves the right to use other means and methods of informing about the Contest, including through the media, announcements on the Internet and social media platforms.

1.11. The Organizer reserves the right to amend the Contest Regulations at its own discretion and introduce changes thereto without prior notice to the Participants, with the current version posted on the Contest Website only during the first half of the term set for submitting the entries. Participants shall regularly check the changes to the Contest Regulations posted on the Contest Website.

2. Terms and Definitions

2.1. Contest shall mean WOW! RUSSIA! Contest for international students

of Russian universities for the best Media Materials published on social media about life and study in Russia, implemented to strengthen the positive image of Russia abroad in order to popularize education in Russia among potential applicants from foreign countries, conducted by the Contest Organizer on the Contest Website in accordance with these Contest Regulations.

2.2. Contest Regulations shall mean the text of these Regulations, containing all necessary and material terms and conditions for participation in the Contest.

2.3. Participant shall mean an individual aged 18 to 30 years inclusive, who is simultaneously a foreign citizen, a student of a higher educational institution of the Russian Federation, and the author of Media Material submitted to the Contest, and who has accepted and complies with the terms of these Contest Regulations and the Personal Data Processing Policy.

2.4. Winner shall mean a Contest Participant recognized as the Winner in the manner stipulated by these Contest Regulations.

2.5. Media Material shall mean any material independently created by the Participant that corresponds to the subject matter and requirements stipulated by these Contest Regulations.

2.6. Application shall mean a special form completed by the Participant on the home page of the Contest Website, containing: a link to the User's Media Material on their social media, last name and first name; higher education institution of the Russian Federation, of which the User is a student; the country of which the User is a national; links to the User's profile on social media (up to three); the nomination for which the User submits their Media Material.

2.7. User shall mean an individual who uses access to the Contest Website but has not received the status of a Participant.

2.8. Contest Website shall mean the Contest website located on the Internet at: https://russiawow.ru/ and containing all the necessary information about the Contest.

2.9. Consent to Personal Data Processing shall mean the informed consent of the Participant to the processing of the personal data provided by them in connection with participation in the Contest to the Contest Organizer in the manner of the Participant performing the relevant implicative act (checking the box in a separate dialog box of the registration form on the Contest Website).

3. Terms and Conditions of Participation in the Contest

3.1. Individuals aged 18 to 30 years inclusive who are foreign citizens, students of a higher educational institution of the Russian Federation, authors of Media Materials created by them and submitted to the Contest, who have accepted and fulfilled the terms of these Contest Regulations shall be allowed to participate in the Contest as Participants. Only Media Materials created directly by the Participant (individual participation) shall be accepted for participation in the Contest. Media Material created by two or more Participants shall not be allowed to participate in the Contest.

If applications are submitted by different users at different times using the same Media Material, the Organizer will accept the earlier application of the relevant user for consideration.

The same User's Media Material cannot be attached to the User's application for participation in different nominations of the Contest.

3.2. The Contest Organizer may exclude from the number of Contest Participants, including the Winners of the Contest, persons in respect of whom the Participants have at any time during the period of the Contest withdrawn their consent with these Contest Regulations or the Personal Data Processing Policy, received a request to cease the personal data processing, as well as in respect of whom the fact of providing false information regarding the receipt of such consents has been

established and (or) in respect of whom such consent is provided by an unauthorized person.

3.3. The Organizer shall not be liable for compensation for any direct or indirect losses incurred by Participants in connection with their exclusion from the number of Participants, including the Winners, for the reasons specified in Clause 3.2 of these Regulations, as well as for reasons beyond the control of the Organizer.

3.4. Applications for participation in the Contest, registration on the Contest Website and uploading of Media Materials will be held from 10:00:00 a.m. September 21, 2026 Moscow time until 12:00:00 p.m. November 27, 2026 Moscow time.

3.5. To participate in the Contest, a person wishing to become a Participant of the Contest shall:

3.5.1. Submit an application on the main page of the Contest Website by filling out a special form containing the following fields:

- a link to the User's Media Material on their social media. It is important that the User's profile on the social media where the Media Material is posted is public;
- last name and first name;
- a higher educational institution of the Russian Federation of which the User is a student;
- the country of which the User is a national;
- links to the User's profile on social media (up to three);
- the nomination for which the User submits their Media Material.

The User's Media Material shall comply with the requirements specified in Section 6 of these Regulations.

3.5.2. To obtain the participant status, the user should read and agree to these regulations and the processing of personal data by checking the participant's registration page on the Contest website in the field "I have read and agree with the regulations about the Contest, I provide my consent to the processing of the personal data provided by me" or in a field containing a similar wording expressing familiarization and consent with these regulations and the processing of personal data.

3.5.3. To participate in the Contest, several Media Materials may be submitted within one application, but in different nominations, as defined in Clause 8 of these Regulations. In this case, you as participant may become a Winner only in one of the nominations for which the Participant submitted Media Material.

3.5.4. The User shall acquire the status of Participant only if all actions specified in Clause 3.5 of these Regulations are performed simultaneously, following successful moderation of the User's application by the Organizer.

4. Application Review and Evaluation Procedure

4.1. The User's application and the Media Material attached to the application by the Participant shall be subject to moderation by the Organizer. Moderation may take from 1 to 7 business days. The Organizer reserves the right to extend the moderation period for a specific application without explanation.

4.2. Applications that have passed moderation shall be deemed accepted for participation in the Contest.

The Organizer shall notify the User that their application has not passed moderation and has not been accepted for participation in the Contest, with an indication of the reasons, in a separate communication.

4.3. Media materials where the content violates the legislation of the Russian Federation and/or Section 10 of these Regulations will not be accepted for the Contest.

4.4. Upon completion of the application submission period, all Media Materials uploaded by Participants and accepted by the Organizer for participation in the Contest during the moderation process, shall be deemed participating in the Contest.

4.5. The evaluation of Media Materials accepted for participation in the Contest

shall take place in the following manner:

4.5.1. The initial evaluation of Media Materials shall be carried out by the Expert Council, the composition whereof shall be determined by the Organizer (hereinafter referred to as the Expert Council). The Expert Council shall evaluate the Media Materials, guided by the criteria in accordance with Cl. 7.8 of these Regulations. The Expert Council shall select Media Materials for the Contest finals.

4.5.2. No more than thirty (30) Participants whose Media Materials have received the maximum score will advance to the Contest finals based on the results of the vote of the Expert Council.

4.5.3. The finalists' Media Materials shall be transferred to the Contest Jury, the composition of which shall be determined by the Organizer (hereinafter referred to as the Jury). The Contest Jury shall include representatives of the Co-Organizer and the Organizational Partner of the Contest. The Jury shall select the finalists as winners of the Contest from among the Media Materials.

5. Stages and Terms of the Contest

5.1. The Contest will be held from September 21, 2026 until December 15, 2026 (inclusive).

5.2. Contest Stages:

5.2.1. 10:00:00 a.m. September 21, 2026 Moscow time – 12:00:00 p.m. November 27, 2026 Moscow time – collection of applications for participation in the Contest in accordance with Cl. 3.5 of these Regulations, uploading of Media Materials by Participants.

5.2.2. 12:00:00 p.mDecember 1, 2026 Moscow time – 11:59:59 p.m. December 4, 2026 Moscow time – evaluation of Media Materials by the Expert Council of the Contest in the manner prescribed by Cl. 7.4 of these Regulations.

5.2.3. 10:00:00 a.m. December 8, 2026 Moscow time – 12:00:00 p.m. December 14, 2026 Moscow time – evaluation of the Media Materials by the Contest Jury in the manner prescribed by Cl. 7.12.-7.14. of these Regulations.

5.2.4. December 15, 2026 – announcement of winners.

6. Requirements for Contest Media Materials

6.1. The Media Material uploaded by the Participant in the application may be presented in one of the following formats:

- short (up to 1 minute) vertical video;
- horizontal video (from 1 to 5 minutes).

The Media Material shall be a video content posted in the Participant's native language about life and/or studies in Russia, posted on the Participant's permanent account in one of the social networks (the profile must be public) that are popular in the country of which the Participant is a citizen. For Participants who are citizens of CIS countries, it is allowed to post the Media Material on the Russian social network VKontakte, provided that this social network is the Participant's main platform for maintaining a personal profile and regularly communicating with the audience.

The Media Material may be created by the User both during the Contest and earlier (before the start of the Contest) during 2026.

6.2. The content of the Media Material submitted as part of the application for participation in the relevant nomination shall substantially correspond to one of thematic nominations:

- Education: Learning with no Filters;
- Tourism and Travel: Russia in the Frame;
- Culture: Russia between the Lines;
- Life: Russia Taught;

- Speaking Russian: Confidently and beautifully.

6.3. The Media Material submitted by the Participant for the Contest shall be presented in a language that is official in the country of which the Participant is a national and comply with the requirements specified in Sections 6 and 10 of these Regulations.

7. Media Evaluation Criteria

7.1. To evaluate the Media Materials, the Organizer shall independently and at its own discretion establish the Expert Council, as well as the Contest Jury.

7.2. The Organizer may post information at its own discretion on the composition of the Expert Council and the Jury of the Contest on the Contest Website.

7.3. The Expert Council shall determine no more than three hundred (300) Media Materials that have scored the maximum number of points based on the evaluation results.

7.4. Each member of the Expert Council shall evaluate the Media Materials according to the criteria specified in Cl. 7.8 of these Regulations.

7.5. The Organizer reserves the right not to disclose information about the method of calculating the overall score received by each Media Material.

7.6. The evaluation process by a member of the Expert Council of the Contest shall be carried out through the Expert assigning scores based on the results of viewing each Media Material.

7.7. Each Media Material shall be given from 1 to 10 points (1 is the minimum score, 10 is the maximum score) for each criterion. The maximum number of points for all criteria shall be 30.

7.8. To evaluate the Media Material, a member of the Contest Expert Council shall use the following scoring criteria:

- conformity to the Contest scope (Section 6 of these Regulations);
- creativity of presentation;
- video, sound, and editing quality.

7.9. Following the evaluation of the Media Materials by the Expert Council, the best entries in the quantity specified in Cl. 7.3. of these Regulations shall be submitted for evaluation to the Contest Jury.

7.10. The Contest Jury will select the winners from among the Participants whose Media Materials have been evaluated by the Contest Expert Council.

7.11. The Organizer reserves the right not to disclose information about the method of calculating the overall score received by each Media Material.

7.12. The Contest Jury's evaluation process shall be carried out by assigning scores based on the results of viewing each Media Material.

7.13. Each Media Material shall be given from 1 to 10 points (1 is the minimum score, 10 is the maximum score) for each criterion. The maximum number of points for all criteria shall be 30.

7.14. To evaluate the Media Material, the Contest Jury shall use the following criteria:

- depth of coverage of the topic;
- a creative approach;
- emotional perception (whether the content interested you).

7.15. The Organizer may request, and the Contest Participant shall, in order to receive the status of the Winner of the Contest, provide documentary confirmation of the identity of the Contest Participant and other information and documentary data of the Participant necessary for receiving the prize to the Organizer and the Organizational Partner, along with the Participant's written consent to the processing of their personal data and the use of the Contest entry (Media

Material).

7.16. In case of non-confirmation, refusal to provide documentary evidence and consents specified in Cl. 7.15 of these Regulations, the Organizer reserves the right to unilaterally exclude the Participant from among the contenders for winning the Contest.

8. Thematic, Special and Additional Nominations of the Contest

8.1. In accordance with Cl. 7 of these Regulations, the Jury shall determine the Winners in the thematic nominations specified in Cl. 6.2 of these Regulations.

8.2. The Organizer reserves the right to independently determine an additional winner within the framework of a special nomination from the Organizer from among the participants of the Contest, without introducing additional selection criteria, and to award the winner a separate prize from the Organizer.

8.3. During the period of collecting applications for participation in the Contest, the Organizer may supplement the list of nominations, include additional, thematic and special nominations, including those from the Contest partners, as well as the criteria for evaluating applications in such nominations. Updated information about the Contest nominations shall be posted on the Contest Website.

9. Prize Fund

9.1. The prize fund for the winners of the thematic nominations shall be formed by the Organizer and Contest Partners. The Organizer will provide the opportunity for the winners to take part in the Organizer's thematic master classes with the participation of experts from the media communications program.

9.2. The organizational partner shall provide certificates to the winners for tourist trips within the Russian Federation under the More Than Travel civic-patriotic and socially beneficial youth tourism program in the format of a special project in 2027.

9.3. The prize fund of the partners for the partner special nominations of the Contest, which may be included in these Regulations, shall be formed by the partners of the Contest independently and may be include, among other things: souvenirs, tickets for tours, lectures and other prizes depending on the nomination, category and location of the winner.

9.4. The Organizer shall post information about the types and quantities of prizes on the Contest Website.

9.5. The Organizer reserves the right to unilaterally supplement the list of prizes for the Contest nominations, subject to mandatory updating of the information on the Contest Website.

9.6. The organizer and Contest partners having provided prizes for the Contest, shall act as tax agents and carry out the calculation and payment of personal income tax from the value of the prizes for the winner (taxpayer) at the rate applicable to this category of income, on the basis and in the manner prescribed by the applicable tax legislation of the Russian Federation. Certificates for tourist trips within Russia, provided to the winners by the Organizational Partner of the Contest, shall not be subject to personal income tax.

9.7. To receive a certificate for a tourist trip within Russia, each winner is be required, at the request of the Contest Organizer, to provide relevant additional information about themselves, as well as to give separate voluntary informed consent to the processing of the provided data by the Organizer, as well as the transfer and processing thereof by the Organizational Partner of the Contest.

10. Intellectual Property

10.1. The Contest Participant warrants that they are the author of the Media Material

and have exclusive rights to the material used by the Participant when creating the Media Material in full. In case the Participant is not the right holder of the material used to create the Media Material, the Participant warrants that they have the consent of the right holder of the material to use the same in the Media Material, as well as to its subsequent disclosure and public display.

10.2. The Contest Participant warrants that the Media Material is original, and that the rights of third parties, including, but not limited to exclusive rights, the right to be identified as the author the author's right to the name, the rights of authorship were not violated during the creation of the Media Material, that the Media Material was created without illegal borrowing, plagiarism and unauthorized citation of other intellectual property items.

10.3. The following Media Materials will not be accepted for participation in the Contest:

- containing threats, discrediting, insulting, defaming or damaging business reputation, or violating the privacy of other Participants, Internet users or other third parties;
- vulgar or obscene, containing obscene language, pornographic images and texts or scenes of a sexual nature, including those involving minors;
- containing scenes of violence or inhuman treatment, including with respect to animals;
- containing a description of the means and methods of suicide, any incitement to commit it;
- promoting and/or contributing to the incitement of racial, religious, ethnic hatred or enmity;
- promoting fascism or the ideology of racial superiority;
- containing extremist materials;
- promoting illegal activities or containing advice, instructions or guidelines for committing illegal acts, including gambling, selling weapons;
- containing restricted access information, including, but not limited to state and commercial secrets, information about the private life of third parties;
- containing advertisements or describing the attractiveness of using narcotic substances, information about the distribution of drugs, recipes for their preparation and advice on use;
- containing any advertising information of a fraudulent nature, descriptions of fraudulent schemes, network marketing schemes, or systems for earning money on the Internet;
- as well as those that violate other rights and interests of individuals and legal entities or the requirements of the applicable legislation of the Russian Federation.

10.4. The Organizer reserves the right to refuse to accept a user's application if the Media Material contains the information specified in Cl. 10.3 of these Regulations, and not permit the further participation in the Contest for the Participant who published such Media Material.

10.5. In the event that claims or lawsuits are brought against the Organizer regarding the violation of the rights of third parties in connection with the materials used by Participants in the creation of Media Material, the Organizer will notify the Participant thereof. The Participant undertakes to independently settle such claims or ensure judicial protection in the manner provided for by the legislation of the Russian Federation. Expenses incurred by the Organizer and losses resulting from the settlement of said claims or the completion of legal proceedings shall be reimbursed by the Participant.

10.6. By participating in the Contest, posting Media Material on the Contest Website and fulfilling all the conditions set out in these Regulations, the Participant expresses their consent to granting the Organizer the rights to use the Media Material under the following conditions:

10.6.1. The Participant shall grant the Organizer of the Contest free of charge on the basis of a simple (non-exclusive) license, the right to publish (publicly display) the Participant's Media Material on the Contest Website from the date of posting the Media Material on the Contest Website for the entire duration of the Contest.

10.6.2. The winner shall grant the Contest Organizer free of charge on the basis of a simple (non-exclusive) license, the right to use the Participant's Media Material in the ways provided for in Article 1270 of the Civil Code of the Russian Federation, including, but not limited to, the following methods: reproduction, copying, publication, exhibition (public) displays, communication to the public by any means, including communication by satellite, cable, as well as retransmission, posting on the Internet (making available to the public), processing, use by any means, both in whole and in part. The right to use the Media Material shall be valid from the moment the Participant is declared the Winner and signing the consent that shall be valid during the entire period of validity of the exclusive right to Media Materials worldwide. The Organizer may, when using the Media Material of the Contest Winner, not to indicate the name of the author of the Media Material (anonymous use).

10.6.3. The Organizer may, within the scope of use, change the timing of the Winners' Media Materials, add (remove) subtitles, titles, other text elements, translate into Russian, dub, voice-over, use visual effects (animation, pop-up windows, running line and other effects), accompany the Media Materials with comments and explanations, use Media Materials together with other intellectual property items, use Media Materials for informational and advertising purposes.

10.6.4. The Organizer may enter into sublicense agreements granting third parties the right to use the Media Materials of the Winners under the terms of Cl. 10.6.1 of these Regulations, without the additional written consent of the Winners.

10.7. The Participant shall provide the Organizer/Organizational partner of the Contest with their consent to photographing/video filming of the Participant, publication and repeated use of their images in accordance with Article 152.1 of the Civil Code of the Russian Federation, including images contained in the entries submitted to the Contest, their publication and further use without limitation of the territory and period of use, in whole or in part, by any means that do not contradict the legislation of the Russian Federation, inter alia, through reproduction, distribution, and communication to the public, including on the Internet, broadcasting and cable communication, completely or fragmentary, in color or not. The Participant agrees to processing the image, image content, retouching, as well as using the image by any and all methods specified in Article 1270 of the Civil Code of the Russian Federation, including the inclusion of images in advertising and information materials about the Contest, for the purpose of announcing and advertising of the Contest in any media, and also by any means, including outdoor advertising, with the right to transfer the right to use images to third parties.

10.8. The Organizer reserves the right to block access to any information posted by the Participant that violates the intellectual, exclusive and/or personal non-property rights of third parties, including copyright and related rights, at the request of the copyright holder or without such.

10.9. The Organizer will not provide the Winner with reports on the use of the Media Material.

11. Procedure for Personal Data Processing

11.1. In order to implement these Regulations and provide Participants with the opportunity to participate in the Contest, the Organizer will process their personal data, the personal data of Users, and the personal data of members of the Contest Jury and the Expert Council.

11.2. Any Contest Participant may at any time revoke the consent

to the processing of their personal data or the personal data of the Participants, whose legal representative they are, in the manner prescribed in such consent.

12. Final Provisions

12.1. The Organizer shall not be held liable for inaccurate or incorrect information provided by Participants.

12.2. The Organizer shall not be held liable for any failure to receive information from the Participant, including due to the fault of communication organizations, or for technical problems and (or) fraud on the Internet, as used during the Contest, in connection with the impossibility of contacting the Participant due to incorrect or outdated contact information provided by them.